APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/626,347	07/26/2000	Albert Henricus Franciscus de Heer	GDT1P001	8436

22434	7590	09/10/2004	

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EXAMINER
KINDRED, ALFORD W

ART UNIT	PAPER NUMBER
2172	

DATE MAILED: 09/10/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

PTO-90C (Rev. 10/03)

-- *The MAILING DATE of this communication appears on the cover sheet with the correspondence address* --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE <u>3</u> MONTH(S) FROM
THE MAILING DATE OF THIS COMMUNICATION.
- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed
  after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
  Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any
  earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on <u>*24 June 2004*</u>.

2a)☐ This action is **FINAL.**   2b)☒ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is
closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) *1-17* is/are pending in the application.

    4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) *1-17* is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

    Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

    Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

    a)☐ All   b)☐ Some * c)☐ None of:

      1.☐ Certified copies of the priority documents have been received.

      2.☐ Certified copies of the priority documents have been received in Application No. _____.

      3.☐ Copies of the certified copies of the priority documents have been received in this National Stage
application from the International Bureau (PCT Rule 17.2(a)).

    * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1)☒ Notice of References Cited (PTO-892)

2)☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)

3)☒ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date *5/3/04*.

4)☐ Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____ .

5)☐ Notice of Informal Patent Application (PTO-152)

6)☐ Other: _____ .

DETAILED ACTION

1.   This action is responsive to communication: RCE filed on 06/24/2004.

Claim Rejections - 35 USC § 103

2.   The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

3.   Claims 1-17 are rejected under 35 U.S.C. 103(a) as being unpatentable over Povilus, US# 5,740,425, in view McCormick, US# 2002/0040352 A1.

As per claim 1, **_Povilus_** teaches "at least one class definition, each class definition . . . associated categories . . ." (see abstract – i.e. "defining classes of product groupings . . .") "a plurality of category definitions . . . attribute group . . ." (see col. 54, lines 46-66) "a plurality of attribute group definitions, each . . . having an associated possible value list that identifies . . ." (see col. 14, lines 57-67, whereas Povilus' teachings of "characteristics that differentiate each class . . . grouping . . .", clearly teaches group definitions having a value list that identifies values as indicated in applicant's claim language). **_Povilus_** does not teach "a product being classified according to the data model . . . a plurality of possible value lists, each possible value list being arranged to identify values that are selectable as values for an associated one of the attributes . . .". **_McCormick_** teaches "a product being classified according to the data model . . . a plurality of possible value lists, each possible value list being arranged

to identify values that are selectable as values for an associated one of the attributes . . . ." (see paragraph [0051]). It would have been obvious at the time of the invention for one of ordinary skill in the art to have combined the teachings of McCormick and Povilus because using the steps of "a product being classified according to the data model . . . a plurality of possible value lists, each possible value list being arranged to identify values that are selectable as values for an associated one of the attributes . . ." would have given those skilled in the art the ability to identify values that are associated with attributes for products more efficiently.

As per claim 2, this claim is rejected on grounds corresponding to arguments given above for rejected claim 1 and is similarly rejected including the following:

-- **_Povilus_** teaches "a plurality of possible unit lists each possible . . ." (see col. 13, lines 34-67 and col. 14, lines 1-24, whereas **_Povilus'_** "block . . .", is equivalent to applicant use of the term "unit").

As per claims 3-4, these claims are rejected on grounds corresponding to the arguments given above for rejected claims 1-2 and are similarly rejected including the following:

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--**_Povilus_** teach "possible value list is combined with each one . . . a normalized value" (see col. 19, lines 15-27).

As per claim 5, this claim is rejected on grounds corresponding to the arguments given above for rejected claim 1 and is similarly rejected including the following:

-- **Povilus** teaches attributes is associated with a data capture priority indicator that assigns priorities . . ." (see col. 14, lines 64, whereas Povilus' inheritance of block with attributes incorporate an order or priority of attributes associated with the different blocks, therefore teach attributes with a priority that assigns priorities as taught by the applicant above).

As per claim 6, this claim is rejected on grounds corresponding to the arguments given above for rejected claim 1 and is similarly rejected including the following:

-- **Povilus** teaches "a possible countries table specifying one or more countries that are selectable as countries for which a product is adapted for sale" (see figure 19— sheet 14 of 38 and col. 19-20, lines 57-67, and 1-30 respectively; whereas Povilus' table clearly has placeholders for variable information (i.e. countries) that are selectable with an sale element attached, as indicated by the applicant's claim language above.

As per claim 7, this claim is rejected on grounds corresponding to the arguments given above for rejected claims 1 and 6 and is similarly rejected including the following:

--**Povilus** teaches "platforms that are compatible with a specific product" (see col. 19, lines 24-67).

As per claim 8, this claim is rejected on grounds corresponding to the arguments given above for rejected claim 1 and is similarly rejected including the following:

--**Povilus** teaches "a plurality of manufacturer SKUs . . . SKU system . . ." (see col. 6, lines 47-67). **Povilus** does not teach "a customer mapping table that maps each system SKU to a customer . . . which product data associated with the product . . .".

McCormick teaches "a customer mapping table that maps each system SKU to a

customer . . . which product data associated with the product . . ." (see paragraphs [0405], [0943], [0462], and [0420]). It would have been obvious at the time of the invention for one of ordinary skill in the art to have combined the teachings of Povilus and McCormick, because using the steps of "a customer mapping table that maps each system SKU to a customer . . . which product data associated with the product . . .", would have given those skilled in the art the tools to correlated SKUs with designated customer via a mapping table. This improves the processing customer data associated with SKUs.

As per claim 9, this claim is rejected on grounds corresponding to the arguments given above for rejected claims 2-3 and are similarly rejected.

As per claim 10, this claim is rejected on grounds corresponding to the arguments given above for rejected claim 1 and is similarly rejected including the following:

-- **_Povilus_** teaches "a customer mapping table that maps each system SKU to a customer . . ." (see col. 22, lines 20-67).

As per claim 11, this claim is rejected on grounds corresponding to the arguments given above for rejected claim 1 and is similarly rejected including the following:

-- **_Povilus_** teaches "a category identifier associated with each one of the plurality of products . . . corresponding product" (see col. 3, lines 8-54).

As per claim 12, this claim is rejected on grounds corresponding to the arguments given above for rejected claim 1 and is similarly rejected including the following:

-- *Povilus* teaches "a manufacturer product description associated with each one of the . . . describing standard features of the associated product" (see col. 51, LINES 34-67).

As per claim 13, this claim is rejected on grounds corresponding to the arguments given above for rejected claim 1 and is similarly rejected including the following:

-- *Povilus* teaches "an image table including link to one or more images illustrating the plurality of products . . ." (see col. 26, lines 16-50).

As per claim 14, this claim is rejected on grounds corresponding to the arguments given above for rejected claim 1 and is similarly rejected including the following:

-- *Povilus* teaches "a marketing description for selected . . . products" (see col. 33, lines 55-67 and col. 34, lines 5-25).

As per claims 15-16, these claims are rejected on grounds corresponding to the arguments given above for rejected claims 1, and 6-7 and are similarly rejected.

As per claim 17, this claim is rejected on grounds corresponding to the arguments given above for rejected claim 1 and is similarly rejected including the following:

-- _**Povilus**_ teaches "a product compatibility table including platform compatibility .

. ." (see col. 29, lines 45-67 and col. 30, lines 30-56).

Response to Arguments

4.   Applicant's arguments filed 6/24/04 have been fully considered but are moot in
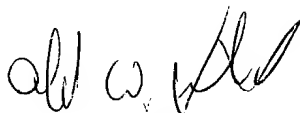
view of the new grounds of rejection.

Conclusion

5.   Any inquiry concerning this communication or earlier communications from the examiner should be directed to Alford W. Kindred whose telephone number is 703-305-3802. The examiner can normally be reached on Mon-Fri 9:00 am- 5:00 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Breene can be reached on (703) 305-9790. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Alford W. Kindred
Patent Examiner
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